

WHAT IS CLAIMED IS:

1. A method for compiling a customer profile, the method comprising:  
maintaining a database that includes identification information for a plurality  
of customers; and  
identifying customers who physically visit a first entity from the database  
information, wherein some of such customers execute a transaction with the first entity and  
some of such customers do not execute a transaction with the first entity.
2. The method recited in claim 1 further comprising recording which of  
such customers execute a transaction with the first entity of which of such customers do not  
execute a transaction with the first entity.
3. The method recited in claim 1 further comprising developing the  
customer profile from the database information and from identifying the customers who  
physically visit the first entity.
4. The method recited in claim 3 wherein developing the customer profile  
comprises accessing an external database.
5. The method recited in claim 1 wherein identifying customers  
comprises identifying customers biometrically.
6. The method recited in claim 5 wherein identifying customers  
biometrically comprises identifying a facial feature of customers.
7. The method recited in claim 5 wherein identifying customers  
biometrically comprises identifying a voice pattern of customers.
8. The method recited in claim 1 wherein identifying customers  
comprises identifying customers with a card.
9. The method recited in claim 8 wherein the card was not originally  
issued for identifying customers who physically visit the first entity.
10. The method recited in claim 8 wherein the card comprises a magnetic  
stripe and wherein identifying customers with the card comprises reading the magnetic stripe.



21. The method recited in claim 1 further comprising determining a customer conversion efficiency for at least part of the first entity.

22. The method recited in claim 21 wherein the customer conversion efficiency comprises a ratio of a number of customers who visit the part of the first entity and execute a transaction with the part of the first entity to a total number of customers who visit the part of the first entity.

23. The method recited in claim 1 further comprising administering a customer loyalty program to incentivize customers to provide the identification information.

24. The method recited in claim 1 wherein the first entity comprises a shop.

25. The method recited in claim 1 wherein the first entity comprises an establishment.

26. The method recited in claim 1 further comprising identifying customers who visit an internet site affiliated with the first entity, wherein some such customers who visit the internet site execute a transaction with the first entity and some of such customers who visit the internet site do not execute a transaction with the first entity.

27. The method recited in claim 1 further comprising enrolling customers to obtain the identification information.

28. The method recited in claim 27 wherein enrolling customers comprises, for each such customer:

extracting a first set of biometric data regarding the customer from a verification instrument;

extracting a second set of biometric data directly from at least one feature of the customer; and

comparing the first and second sets of biometric data to determine whether the first and second sets of biometric data are derived from a single individual.

29. A method for compiling a customer profile, the method comprising:  
for each of a plurality of customers, enrolling such customer by:

3 extracting a first set of biometric data regarding the customer from a  
4 verification instrument;  
5 extracting a second set of biometric data directly from at least one  
6 feature of the customer; and  
7 comparing the first and second sets of biometric data to determine  
8 whether the first and second sets of biometric data are derived from a single individual;  
9 maintaining a database that includes identification information for each of the  
10 plurality of customers;  
11 biometrically identifying customers who visit an entity from the database  
12 information, wherein some of such customers execute a transaction with the entity and some  
13 of such customers do not execute a transaction with the entity; and  
14 determining a customer conversion efficiency for the entity.

1 30. The method recited in claim 29 further comprising administering a  
2 customer loyalty program to incentivize customers to provide the identification information.

1 31. A computer system for compiling a customer profile, the computer  
2 system comprising:  
3 a storage device configured to store customer identification information;  
4 at least one communications device configured to permit exchange of data  
5 with a plurality of stations; and  
6 a processor in communication with the storage device and the at least one  
7 communications device, wherein the processor is configured to identify customers who  
8 physically visit one of the plurality of stations at a first entity, wherein some of such  
9 customers execute a transaction with the first entity and some of such customers do not  
10 execute a transaction with the first entity.

1 32. The computer system recited in claim 31 wherein the processor is  
2 further configured to develop a customer profile from the database information and from  
3 identifying the customers who physically visit the one of the plurality of stations.

1 33. The computer system recited in claim 32 wherein the customer profile  
2 comprises a customer conversion efficiency.

1 34. The computer system recited in claim 31 wherein the one of the  
2 plurality of stations is associated with a first organization and wherein the processor is further

3 configured to identify customers who visit a second of the plurality of stations at a second  
4 entity, wherein some of such customers who visit the second of the plurality of stations  
5 execute a transaction with the second entity and some of such customers who visit the second  
6 of the plurality of stations do not execute a transaction with the second entity.

1 35. The computer system recited in claim 31 wherein the processor is  
2 further in communication with the internet and configured to identify customers who visit an  
3 internet site affiliated with the first entity, wherein some such customers who visit the  
4 internet site execute a transaction with the first entity and some such customers who visit the  
5 internet site do not execute a transaction with the first entity.

1 36. A computer system for compiling a customer profile, the computer  
2 system comprising:  
3 storage means configured to store customer identification information;  
4 communication means configured to permit exchange of data with a plurality  
5 of stations; and  
6 processor means in communication with the storage means and the  
7 communication means, wherein the processor means is configured to identify customers who  
8 physically visit one of the plurality of stations at a first entity, wherein some of such  
9 customers execute a transaction with the first entity and some of such customers do not  
10 execute a transaction with the first entity.

1 37. The computer system recited in claim 36 wherein the processor means  
2 is further configured to develop a customer profile from the database information and from  
3 identifying the customers who physically visit the one of the plurality of stations.

1 38. The computer system recited in claim 37 wherein the customer profile  
2 comprises a customer conversion efficiency.

1 39. The computer system recited in claim 36 wherein the one of the  
2 plurality of stations is associated with a first organization and wherein the processor means is  
3 further configured to identify customers who visit a second of the plurality of stations at a  
4 second entity, wherein some of such customers who visit the second of the plurality of  
5 stations do not execute a transaction with the second entity.

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1                   40.     The computer system recited in claim 36 wherein the processor means  
2     is further in communication with the internet and configured to identify customers who visit  
3     an internet site affiliated with the first entity, wherein some such customers who visit the  
4     internet site execute a transaction with the first entity and some such customers who visit the  
5     internet site do not execute a transaction with the first entity.